

**WILLIAMSBURG CITY COUNCIL  
WORK SESSION  
May 7, 2007**

The Williamsburg City Council held a work session on Monday, May 7, 2007, at 2:00 p.m., in the City Council Chambers of the Stryker Building.

**ATTENDANCE**

Present were Ms. Zeidler, Messrs. Haulman, Chohany, Freiling, and Braxton. Also present were City Manager Tuttle, City Attorney Phillips, and City Clerk Crist.

Staff Attending: Assistant City Manager Miller, Economic Development Director DeWitt, Assistant City Attorney Workman, and Department Heads Serra, Nester, and Walentisch.

**CALL TO ORDER**

Mayor Zeidler called the meeting to order.

**OPEN FORUM**

Mayor Zeidler invited citizen comment.

**David Kranbuehl, 201 Harrison Avenue**, said that the city had a great weekend. The visit by the Queen of England was successful and the dedication ceremony for Redoubt Park was fantastic. Mr. Kranbuehl hoped that City Council will move forward with care and caution on the 30 day occupancy rule for hotels/motels. Some means of monitoring the rules is needed. He saw no reason to overturn the city's present ordinance, based on the Planning Commission's advice. Take time to step back and understand what the need is. Look at a successful model—the International Village. Exchange visitors are grouped in one area which is a much safer environment for them. He suggested Council appoint a special committee to study the exchange visitor population, places of employment, and length of stay.

**Terence Wehle, 412 Harriet Tubman Drive**, addressed Council about the Comprehensive Plan and thanked members for not supporting 22 units per acre density and for responding to citizens. When Council considers other rezonings to implement the Comp Plan, he hoped that they would not approve any increase in density. Should density be increased to 14 units per acre, include the special use permit process so that public comment is received and so that builders will not be able to build 14 units per acre at will. Mr. Wehle submitted 58 additional signatures to the "Stop 22" petition. Mr. Wehle read a quote from Prince Richard, Duke of Gloucester (*VA Gazette Article*), regarding the city's house spacing and scale.

No one else wished to speak. The session was closed.

**BACKGROUND PRESENTATIONS/DISCUSSIONS**

**Hampton Roads Transportation Authority**

**Jack Tuttle, City Manager**

Reference for this item was Mr. Tuttle's report dated May 3, 2007, which included a copy of the proposed resolution and supporting materials. Mr. Tuttle explained that this matter is on

the May 10 agenda for public hearing. The Virginia General Assembly created the Hampton Roads Transportation Authority, effective July 1, 2007. The Authority has been authorized to impose a set of fees, taxes, and tolls to fund six transportation projects in the region. At least seven of the twelve named Hampton Roads governing bodies must join the Authority, representing at least 51% of the population. This must all be done by the end of the calendar year. Mr. Tuttle reviewed slides to provide an overview of the approved six transportation projects and the Revenue Growth Rate Estimates. The Third Crossing has been divided into two phases; the first must be constructed before starting the second.

Mr. Tuttle introduced Mr. Art Collins, HRPDC Executive Director; Dwight Farmer, Deputy Director of Transportation, HRPDC; George Consolvo and Barry Duval, Kaufman and Canoles; Karen Demores, Public Financial Management, Inc; Chuck Clayton, Parson Brinkerhoff Engineers; and Dana Dickens, President of HR Partnership. All would be happy to answer questions about aspects of the Authority.

Mr. Tuttle referenced the two letters in his report from Public Financial Management (PFM), Inc. and David Rose of Davenport and Company (the city's financial advisor) addressing the implications on public finance and impact on localities. Williamsburg has not issued bonds through the normal credit markets; it has used competitive bank borrowing, and therefore the impact is not as important to Williamsburg.

The Mayor said this is complicated legislation. The city has worked with its partners for a decade or more on the six transportation plan. While it was not the original intent of the localities to fund the projects, this is the legislation that was offered. The Governor did make improvements to it, and hopefully it will provide help and solutions to our transportation problems.

Mr. Tuttle and guests fielded Council's questions:

Mr. Tuttle: There is not enough revenue from the identified sources to fund the entire six projects, so that is the reason for the Authority to have the ability to toll. All of the revenue will be applied to the projects.

Mr. Consolvo: Referencing the letter from PFM, the debt will not impair the credit of the localities or raise the cost of borrowing, if the economy of the region continues to grow. Ms. Demores said the rating agency looks at a multitude of factors, and this debt should not affect ratings.

Mr. Tuttle: According to the federally mandated regional transportation plan, the Authority can only spend funds for the defined plan projects. Mr. Consolvo said the statute specifically states that the only projects the Authority can undertake are the 2030 plan projects.

Mr. Collins congratulated the city for its world class hospitality shown during the 400<sup>th</sup> Commemoration.

Mr. Collins: The General Assembly must approve an additional project, in addition to the region's approval of the project. The identified revenue sources are the only sources and cannot be changed by the Authority. He could not think of a circumstance where the

General Assembly would make any changes to the Authority. By law, the generated revenues must go to the Authority. The debt will belong to the Authority, not the state or local governments. Mr. Consolvo agreed. Seven of the twelve jurisdictions must join the Authority, representing 51% of the population, or the Authority will not happen.

Mr. Collins: The twelve communities in the region must make a decision by July 1, in order for all of the issues of creating an Authority to be worked through to complete the process by the December 31 deadline. The creation of an Authority is not an easy process and is challenging.

Mr. Phillips: Should the General Assembly amend the legislation concerning the Authority, and depending on the change, it may or may not have to come back before the localities. Council will hold a public hearing on this matter because this is an indirect approval of taxing powers by the locality.

Mr. Tuttle: There is no tax on the sale of automobiles, but there is a titling tax. There is also a tax on vehicle repairs.

Mr. Collins: He is confident that over time and the growth in revenue, and while the projects are being permitted and designed, the Authority will be receiving and not spending funds for the first few years to provide some cushion and reduce the amount of debt assumed. The Authority will establish the priority of which project goes first. The Authority will move forward with the projects that are ready, or will be ready to go, staggering the starts. Mr. Collins clarified that the \$8.9 Billion is in the year of expenditure, so inflation has been accounted for and the costs escalated over the time of the project. The Authority will disband once the debt is paid.

Mr. Collins: The Authority cannot pick and choose revenue streams. The Authority will set toll fees; there will likely be a commuter rate established.

Mr. Duval: While no one can predict what the General Assembly will do in the future, there is no pattern in the past of the GA attempting to withhold funds or tap into funds for regional authorities. He appreciated Council's deliberations.

Mr. Phillips: The Authority only has the powers accorded it under the state statute. The General Assembly has the power to change the statute.

Mr. Consolvo: Each of the twelve jurisdictions would get one single vote on the Authority.

Mr. Collins: The State cannot make a region build a plan that the localities have not agreed to. The local jurisdictions approve the plans, but the state determines how the localities fund them. The statewide transportation plan is an independent funding stream based on a formula separate from the Authority funds.

Mr. Farmer: The statewide component funds VDOT monies. The city will receive approximately \$400,000 a year in urban system monies for the next six years. The Commonwealth Transportation Board will divide \$9 Million amongst the Hampton Roads localities. Bond monies will probably go exclusively to interstate highway projects.

Mr. Farmer: Construction for I-64 from Hampton Roads to 295 at Richmond is the responsibility of VDOT. He hoped that once the Authority improves I-64 in our region, VDOT would complete the improvements the rest of the way to 295.

Mr. Tuttle: If these projects are not constructed over the next decade, the traffic impacts in Hampton Roads will get much worse, particularly at the crossings. I-64 is often undependable because of traffic congestion. If the Authority is not employed, it is unlikely that anything else will come back from the General Assembly. On the MPO side, while this is not the form of financing that would have been preferred, it is what we have. There is no alternative; he supported the formation of the Authority. It will be good for our region.

Mr. Tuttle: Information about the six plan projects was published in a recent city resident newsletter, and the newspapers have extensively covered the General Assembly's debates about financing. Council's May 10 public hearing will be televised. The city has tried to get the word out.

The Mayor thanked visitors for their input and for being here.

**Williamsburg Area Destination Marketing and Advertising Campaign and Colonial Williamsburg 2007 TV Ads, Jodi Miller, Assistant City Manager**

Ms. Miller presented information about the 2007 marketing campaign and introduced the television ads which the city helps to support. Ms. Miller reviewed the campaign objectives, budget, 2007 creative advertising, target audience, geographic markets, and media plan (presentation attached). The 30-second television spot "I Am Williamsburg" was shown, as well as the print media that is being used. There is a strong public relations component designed to compliment the TV campaign. Two minutes of the 25-minute media video was shown that emphasizes what is new in the historic capitol. The marketing plan also includes a promotional direct mailing and a "Go Williamsburg" discount card for use in the area. A new combined vacation website was launched this year to better explain all that is available in the Historic Triangle.

Colonial Williamsburg's new vacation spot ad was shown, offering the Freedom Pass and highlighting the Revolutionary City program. Ms. Miller said the CW ad was running in the same key marketing spots as the WADMAC ad. Colonial Williamsburg leverages the destination campaign by purchasing marketing time to compliment the ad schedule for the destination campaign and fill vacant periods of media time.

Mayor Zeidler thanked Ms. Miller for the report. The ads were compelling in showing the richness of all that we have to offer, it appears that the ads were getting results, and they are the result of great collaboration.

**Discussion:**

Ms. Miller said the campaign is funded by the \$2.00 per night lodging tax and the marketing plan is built around available funds. The city contributes about \$1.8 Million to the overall destination campaign.

Mr. Chohany thought it important to note that WADMAC's strategy is to pool resources and collaborate with partners, which has resulted in stronger marketing results. The hotel/motel occupancy rate has increased and the 400<sup>th</sup> Commemoration has not hurt either.

Ms. Miller hoped that there would be enough money to reach additional markets. Once it is felt they have met target markets, efforts could be expanded to future markets.

Ms. Miller said the objectives of the commercial are to make people realize Williamsburg is an area where families should spend their vacation time, that there is a variety of things to do while you are reconnecting with family, and it is an emotional experience. A new website explains the Historic Triangle and provides information about what is new in our area. Reservations can now be made on line. An information piece and vacation planner is available by mail and online. Target marketing is tracked whenever possible.

### **Budget Update**

#### **Phil Serra, Finance Director**

Mr. Serra provided Council with a copy of the budget revisions to date (attached). The changes to the General Fund resulted in an increase of \$32,000. The Sales Tax Fund (CIP) was reduced to reflect the decrease in school capital projects (based on James City County's budget) and now totals \$10.7 Million. No changes were made to the Utility Fund. Budget adoption is scheduled for the May 10 meeting.

### **City Council Communications**

No reports.

### **Preview of May 10 Council Meeting**

No additional information was requested.

### **Schedule of Meetings: May 2007**

Council members received the monthly meeting calendar. Mr. Tuttle noted Festival Williamsburg will kick off at the end of the month and Anniversary Weekend was approaching.

### **OPEN FORUM**

Mayor Zeidler invited public comment.

No one wished to speak. The session was closed.

### **CLOSED SESSION**

Mr. Haulman Moved that City Council go into Closed Session pursuant to Section 2.2-3711 of the Code of Virginia for the purpose of discussing one personnel matter per subparagraph 1, concerning appointments to boards and commissions. The Motion Was Seconded by Mr. Chohany.

Recorded Vote on the Motion:

Aye: Freiling, Braxton, Zeidler, Haulman, Chohany

No: None

The meeting adjourned at 3:25 p.m. The Mayor called a five-minute recess.

At 3:44 p.m. Council met in Open Session.

Mr. Haulman Moved the Certification of Closed Meeting. The Motion was Seconded by Mr. Chohany.

Recorded Vote on the Motion:

Aye: Freiling, Braxton, Zeidler, Haulman, Chohany

No: None

## **OPEN MEETING**

### **CERTIFICATION OF CLOSED MEETING**

Date: May 7, 2007

Motion: Mr. Haulman Second: Mr. Chohany

WHEREAS, the City Council of the City of Williamsburg has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by the City Council that such meeting was conducted in conformity with Virginia Law.

NOW, THEREFORE, BE IT RESOLVED that the City Council of Williamsburg hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed session were heard, discussed or considered by the City of Williamsburg.

VOTE:

Aye: Freiling, Braxton, Zeidler, Haulman, Chohany

No: None

Absent During Vote: None

Absent During Meeting: None

The meeting adjourned at 3:45 p.m.

Approved: June 14, 2007

Jeanne Zeidler, Mayor

Shelia Y. Crist  
Clerk of Council